

“Made in China 2025” was released

中国实施制造强国战略第一个十年的行动纲领发布——

《中国制造2025》: 强化知识产权运用

Recently, China's State Council issued the "Made in China 2025" to deploy the implementation of a comprehensive manufacturing power strategy. This is a first-decade action programme of manufacturing power strategy. As regards the strategic tasks and priorities, the "Made in China 2025" clearly indicates to strengthen the utilization of intellectual property. The released "Made in China 2025" has drawn up a grand blueprint for China to transfer from "Made in China" to "Created in China", from "Chinese Speed" to "Chinese Quality", and from "Chinese Product" to "Chinese Brand".

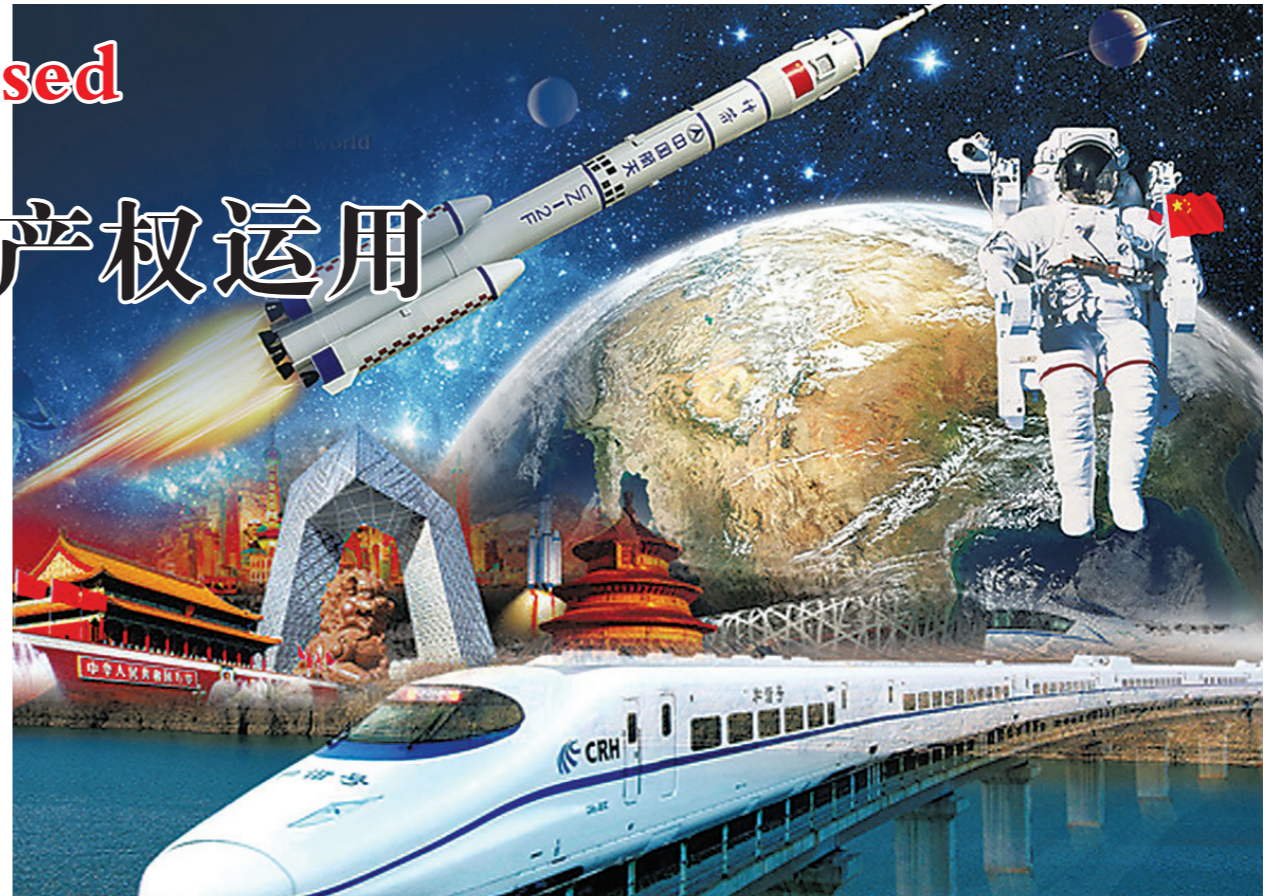
"Without innovation or intellectual property, we cannot build a manufacturing power for the aim of strong nation. To build a manufacturing power through intellectual property creation and use is the necessary route to

build a strong China." Qu Xianming, the drafting member of "Made in China 2025" said. In Qu's opinion, "Made in China 2025" is a comprehensive strategic move of far-reaching historical significance under the new normal, namely, economic structural adjustment. In recent years, it is exciting to see that, China's aim and plan to build world's industrial manufacturing power is becoming gradually cleared.

"Made in China 2025" adheres to the basic rules of market oriented and government guidance, based on current situation and focusing on long-term development, promoting overall progress and making major breakthroughs, perusing self development and opening for cooperation. "Made in China 2025" sets up the guide line and nine strategic tasks and priorities, six key projects, and proposes eight major strategic support and guarantee

for the development of China's manufacturing industry. "Due to the shortage of independent innovation ability, core technologies and intellectual properties, China is still lack of the manufacturing power." According to Qu, during a long time, Chinese products are lacking core competitiveness except for quantity and low price, making it difficult to achieve substantial profits. It is urgent to upgrade IP capacity for manufacturing, to make use of intellectual properties to achieve innovation-driven economic development.

"Strengthening the IP creation and utilization is an important resource and a core element of development and competitiveness for the manufacturing industry." Those leading enterprises of manufacture industry on the way of "going out", such like Inspur Group, Hikvision, Sany, Zoomlion, have a more profound understanding on both the creation and utilization of intellectual property. "To participate in international competition, without IPRs we cannot walk, and we cannot go further without IP utilization." Chen Wusheng, the president of Zhejiang Tongling Technology Co., LTD., which suffered a lot from lawsuits by foreign enterprises, said to the reporter, the creation of intellectual property is important, but the use of the intellectual property is an important way to realize the value of IP and reflects enterprise competitiveness. IP needs not only the attention from enterprises but also a strong support policy from the government. After the 2008 international financial crisis, the US, Germany, UK and other countries have introduced stronger manufacturing strategy. Zhang Monan, the researcher of State Information Center introduced to the reporter, "China is making policy to guide enterprises to enhance innovation capability and IP is not only the



need to build a bigger and stronger manufacture industry, but also the trend of the world development."

According to Qu Xianming, manufacturing power must be strong in IP. Strong IP is an indispensable support and protection to building strong companies, strong cities, strong provinces, and eventually a strong nation. And Qu pressed that, China needs more efforts on innovation-driven economy, optimizing the policy environment and taking the advantages of system to realize the aim of "Made in China 2025". (by Zhao Jianguo)

本报记者 赵建国

日前, 中国国务院印发了《中国制造2025》, 部署全面推进实施制造强国战略。这是中国实施制造强国战略第一个十年的行动纲领。在战略任务和重点中, 《中国制造2025》明确提出, 要强化知识产权运用。为实现中国制造向中国创造转变, 中国速度向中国质量转变, 中国产品向中国品牌转变描绘了宏伟的蓝图。

“没有强大的创新能力和知识产权实力, 就没有强大的制造业, 更没有国家和民族的强盛。创造并运用好知识产权, 打造具有国际竞争力的制造业, 是中国提升综合国力、建设世界强

国的必由之路。”《中国制造2025》课题组成员、中国机械工业联合会专家委员会委员屈贤明日前在接受中国知识产权报记者采访时表示, 《中国制造2025》的规划是在经济发展进入新常态下调整结构、全面打造制造强国的战略举措, 具有重大现实意义和深远的历史意义。近年来中国打造世界工业制造强国的脉络逐渐清晰, 目标趋于明确, 规划振奋人心。

《中国制造2025》坚持市场主导、政府引导, 立足当前、着眼长远, 整体推进、重点突破, 自主发展、开放合作的基本原则, 提出了创新驱动、质量为先、绿色发展、结构优先、人才为本的指导方针和“三步走”的战略目标, 设立了9项战略任务与重点, 6大重点工程, 并提出8大战略支撑与保障。屈贤明认为, 这对于中国的制造业的发展无疑将是重大利好。“中国虽然跃居世界第一货物贸易大国和世界第二大经济体, 但因为自主创新能力不足, 缺乏核心技术知识产权, 依然无法与制造强国画上等号。”屈贤明表示, 长期以来, 中国产品参与国际竞争主要依靠数量和价格优势, 产品缺乏核心竞争力, 附加值低, 大多处于产业链的中下游, 难以实现丰厚利润等问题仍未得到根本解决, 迫切需要通过提高制造业的知识产权能力, 发挥知识产权作用来实现经济

发展的结构优化, 转型升级, 走创新驱动之路。

“加强知识产权创造和运用, 是制造业发展的重要资源和竞争力的核心要素。”浪潮集团、海康威视、三一重工、中联重科……这些率先“走出去”的制造业翘楚, 都对知识产权创造和运用有着更为深刻的认识。“要‘走出去’参与国际竞争, 没有知识产权不行, 有了知识产权不会运用同样是寸步难行。”曾经遭遇国外企业围追堵截的浙江通领科技有限公司董事长陈伍胜向本报记者表示, 知识产权创造固然重要, 运用更是实现知识产权价值, 体现企业竞争实力的重要途径, 不仅企业要重视, 更要有强有力的政策来支持。“2008年国际金融危机之后, 美国、德国、英国等纷纷推出做强制造业的国家战略。”中国国家信息中心研究员张荣楠在接受记者采访时表示, 中国出台政策, 引导企业提升创新与知识产权能力, 是制造业做大做强的需要, 也是当今世界发展的趋势。”

“制造强国必然是知识产权强国, 从建设知识产权强企、强市、强省到知识产权强国, 都是制造强国必不可少的重要支撑和保障。”屈贤明强调, 中国应当突出创新驱动, 优化政策环境, 发挥制度优势, 才能实现《中国制造2025》的目标。



DOTA2 meets dispute

“DOTA 2”在华遇纠纷

Recently, Valve Software, the trademark owner of Defense of the Ancients 2 (hereinafter as DOTA2), filed a lawsuit against Beijing Zhongqing Longtu Network Co., LTD. (hereinafter as Longtu Game) and Lilith Tech (Shanghai) Co., LTD. for copyright infringement, trademark infringement and unfair competition to Beijing Haidian People's Court and asked for 31 million Yuan compensation.

According to the indictment, Valve is a famous game developer and seller, and has obtained copyright of the game DOTA2 characters images and related trademarks such like “刀塔” “DOTA” “DOTA2” and so on. DOTA2 started into operation in mainland China in October 2012. In early 2014, Longtu Game and Lilith using DOTA2's name, trademarks, character images without authorization in their own game DOTA Chuanqi. Valve claimed that, the actions Longtu Game and Lilith did made people erroneously identified DOTA Chuanqi as Valve's authorized edition, and had negative effects to DOTA2's market in mainland China.

Valve claimed that, Longtu Game and Lilith infringed its copyright, trademarks and constituted unfair competition, made huge damage to Valve's legal rights. Valve then filed the lawsuit above.

At press time, the case is hearing. CIP News will continue to follow up. (by Zhao Shimeng)

本报讯 因认为对方擅自使用“刀塔”(游戏《Defense of the Ancients 2》, 即“DOTA2”, 中文名“刀塔”)游戏的名称、商标和人物形象, “DOTA 2”的商标所有人美国威尔乌集团以侵犯著作权、商标权和不

正当竞争为由将北京中清龙图网络技术有限公司(下称中清龙图公司)和莉莉丝科技(上海)有限公司(下称莉莉丝公司)诉至法院, 索赔3100万元人民币。日前, 北京市海淀区人民法院受理了此案。

威尔乌集团诉称, 其系全球知名游戏开发和销售公司, 拥有游戏《Defense of the Ancients 2》和游戏人物形象的著作权及相关注册商标(如“刀塔”“DOTA”“DOTA2”等商标)。自2012年10月起, “刀塔”游戏就已在中国大陆正式合法运营。中清龙图公司和莉莉丝公司自2014年初起, 在其开发并运营的游戏《刀塔传奇》中, 未经威尔乌集团授权, 使用了“刀塔”游戏的名称、商标及游戏中的人物形象, 使公众误认为《刀塔传奇》是获得了威尔乌集团授权的正版游戏, 极大影响了“刀塔”游戏在中国大陆的销售业绩。

威尔乌集团认为, 中清龙图公司和莉莉丝公司的行为侵犯了其著作权、注册商标专用权且已构成不正当竞争。截至起诉时, 两被告的侵权行为仍在持续。威尔乌集团认为两被告通过游戏运营获得了巨额收入, 给自己的合法权益造成了巨大的损害, 因此起诉请求判令两被告停止侵权, 赔礼道歉并赔偿经济损失3100万元。

目前, 此案正在进一步审理中。本报将继续关注案件的进展。(赵世猛)



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The dream of developing Chinese medicine

为民族医药发展出一份力

“Due to the weakness in intellectual property awareness, our medicines were counterfeited at the beginning. With the help of the Chuxiong IP Office, we have learned to use the IP system to protect innovation.” Li Jun, the general manager of Yunnan Chuxiong Tianli Medicine Co., LTD., (hereinafter referred to Tianli Medicine) introduced to the reporter the tangible benefits which intellectual properties brought to Tianli Medicine. Talking about his dreams, Li Jun told reporter without thinking, to be able to contribute to the development of national medicine was his dream.

In recent years, Yunnan Province works harder to the national pharmaceutical industry. And Tianli Medicine went faster under the policy. Li Jun said: “In 2008, the company moved to Chuxiong Pharmaceutical Industrial Park from Luliang county. The first-phase project of the company including 5 production lines of workshops of Chinese medicine extraction plant and other cephalosporins plant with a capacity of 2 billion tablets, 1 billion capsules, 200 million bottles of tinctures, 100 million bottles of mixtures a year, as well as the production capacity of pre-

treatment and extraction on 1000 tons Chinese medicine. Most importantly, Tianli Medicine has owned 23 varieties approved by the authority.

Today, Tianli Medicine has obtained seven patents. “Sandi” trademark was identified as the famous trademark of Yunnan Province in 2012. Among many pharmaceutical products by Yunnan ethnic groups, the Yi ethnic group medicine product “Happy safflower capsules” based on independent research and development of Tianli Medicine was successfully listed in the national medical insurance catalog. In this year, a patent developed by Tianli Medicine won the supports from Yunnan's project on the implementation of patents. Li Jun told reporters that the industrialization of innovation for enterprises could increase the value of 30 million Yuan.

“The development of national medicine cannot go without innovation. We have been trying to increase the research and development in promoting the national medicine, through which we expect to make a positive contribution on the research and development of Chinese medicine.” Li Jun said.

(by Liang Dandan)



本报记者 梁丹丹

“企业成立初期, 由于知识产权保护意识淡薄, 药品被仿制, 吃了不少亏。在楚雄州知识产权局的帮助下, 我们学会了运用知识产权制度保护创新成果。”在云南楚雄天利药业有限公司(下称天利药业)总经理厉君的话语中, 记者感受到了知识产权为天利药业带来了实实在在的益处。谈起梦想, 厉君不加思索地告诉记者, 能为民族医药发展贡献一份力量就是他的梦想。

近年来, 云南省不断加大民族医药产业的扶持力度, 天利药业乘着发展的东风扬帆起航。厉君说: “2008年, 公司从陆良县搬迁扩建入驻楚雄州医药工业园区。公司一期项目建有中药提取车间、头孢菌素车间等5个车间的生产线, 具有年产片剂20亿片、胶囊10亿粒、酏剂2亿瓶、合剂1亿瓶, 中药前处理及提取1000吨的生产能力, 拥有23个国药准字批准文号产品。”

如今, 天利药业已经拥有7件专利, “三迪”商标于2012年成为云南省著名商标。在云南众多民族医药产品中, 天利药业自主研发的彝药“红花逍遥胶囊”一枝独秀, 成功列入国家医保目录。为此, 天利药业也加大了专利产业化力度。今年, 天利药业“一种养颜活血药”发明专利在红花逍遥胶囊产业化应用项目中获得了云南省专利转化实施项目支持。厉君告诉记者, 这项创新成果的产业化将可为企业增加产值3000万元。

“民族医药要发展, 必须要有创新。我们一直努力加大研发力度, 为民族医药的研究开发作出积极贡献。在弘扬民族医药的同时, 推进公司的发展。”厉君坦言。

